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Phone: (905) 615-3200 ext. 5556

Email: eplanbuild.info@mississauga.ca

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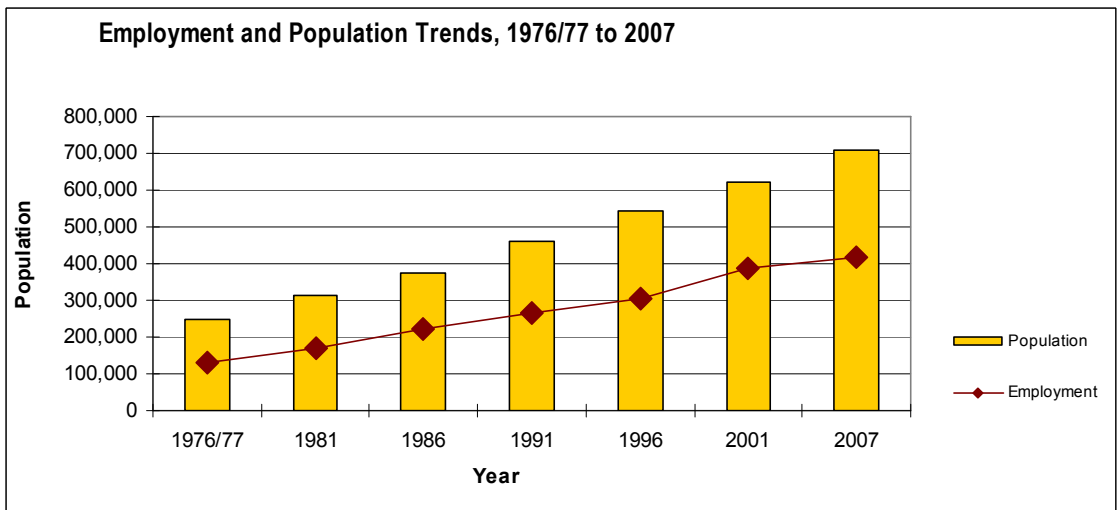


City of Mississauga, Planning and Building Department
2007 Employment Profile

This newsletter presents a profile of employment and business activities in the City of Mississauga in 2007. It discusses employment levels, existing businesses and vacancies.

The data in this report are based on information from the Mississauga Employment Database and the 2007 Employment Survey. The Employment Survey, a joint effort by the Planning and Building Department and the Economic Development Office, is conducted annually. The data are used for a variety of purposes, including monitoring the goals and objectives of the Strategic and the Official Plan, forecasting and planning for future needs, attracting businesses to the City, retention programs for existing businesses and development of future economic strategies.

The results of the 2007 Employment Survey counted 390,405¹ employment positions in 2007. Employment data for 88% of the 21,340² operating businesses were obtained. When the employment figure of 390,405 is brought in line with the Census definition of employment to consider persons with multiple jobs and to include home-based businesses, the estimate of total employment is 416,300³.



Sources: Census of Canada, City of Mississauga Employment Survey, 2005 Growth Forecast

Note: Employment information is from the City of Mississauga Employment Survey except for 1991 which is from the Census of Canada Journey to Work data and 2007 which is the 2007 Employment Survey figure brought in line with the Census definition of employment. The population information is from the Census of Canada, with the exception of 2007 which is the City of Mississauga 2005 Growth Forecast projection of population for June 2007.

¹ Employment was estimated based on data contained in the Mississauga Employment Database, data from the 2007 Employment Survey, and estimates made for businesses for which employment data were not available. Part-time positions have been converted to full-time equivalents, based on the assumption that two part-time positions are equivalent to one full-time position. This does not include home-based businesses.

² The Canadian Business Patterns, prepared by Statistics Canada, reports approximately 56,100 businesses in the City of Mississauga as of June 2007, with 34,000 of these businesses reporting no employment. When the number of businesses with no employment is subtracted from the total, the figure derived is approximately the number of operating businesses noted in this report.

³ The following modifications were made to the the 2007 Employment Survey employment to reflect the Census definition of employment: 40% of total part-time employment was excluded to account for individuals holding multiple jobs and 80% of the estimated home-based businesses in the City of Mississauga in 2007 (based on the 2001 Census) was added. Home-based businesses are assumed to be 4% of the resident labour force .

2007 Employment Profile

The City of Mississauga has had steady growth in employment over the last twenty-nine years. In 2007 Mississauga remained a net importer of labour and continued to experience increases in the number of business sites. Historically, employment increased from 132,000 in 1977 to 416,300 in 2007 (215%). Population has kept pace increasing from approximately 250,000 in 1976 to 707,000 in 2007 (183%). In comparing Employment Survey results (with no adjustment for census definition of employment) from 2006 and 2007, the 2007 Employment Survey found 320 more businesses sites than in 2006. An increase in employment of 2.5% was observed from 2006 to 2007. This increase is attributed in part to existing businesses within the City expanding such as Air Canada, Credit Valley Hospital and Symcor.

Mississauga has an employment ratio of .59. That is, for every 100 residents of the City, there were 59 local jobs. With a participating labour force of 392,160 and employment of 416,300, Mississauga must import a net labour force of approximately 24,140 persons. When consideration is made for a portion of the participating labour force that is unemployed, about 6.5%, the imported labour force increases to approximately 49,800 persons.

A review of the total employment by Planning District finds that the four main concentrations are Meadowvale Business Park, Northeast-South, Northeast-West, and Gateway-South, which represent approximately 40% of the total employment opportunities in the City in 2007.

Population, Total Employment and Resident Labour Force, 2007*	
Employment from the 2007 Employment Survey	390,405
Census Adjustment ^a	25,895
Total Employment ^b	416,300
Total Population ^c	707,000
Resident Labour Force ^d	553,900
Participating Labour Force ^e	392,160
Employed Labour Force	366,500
Unemployed Labour Force ^f	25,660
Employment Ratio ^g	.59
Difference Between Total Employment and Participating Labour Force	24,140
Labour Import ^h	49,800

*Numbers have been rounded

^a This figure accounts for multiple part-time jobs and home-based businesses.

^b This figure represents the 2007 Employment Survey total plus the Census adjustment.

^c Population figure is the 2005 Growth Forecast projection for June 2007 including the census undercount.

^d The Resident Labour Force is from the 2006 Census of Canada Labour Market Activity data released in March 2008 multiplied by the 2001 Census undercount of 4%.

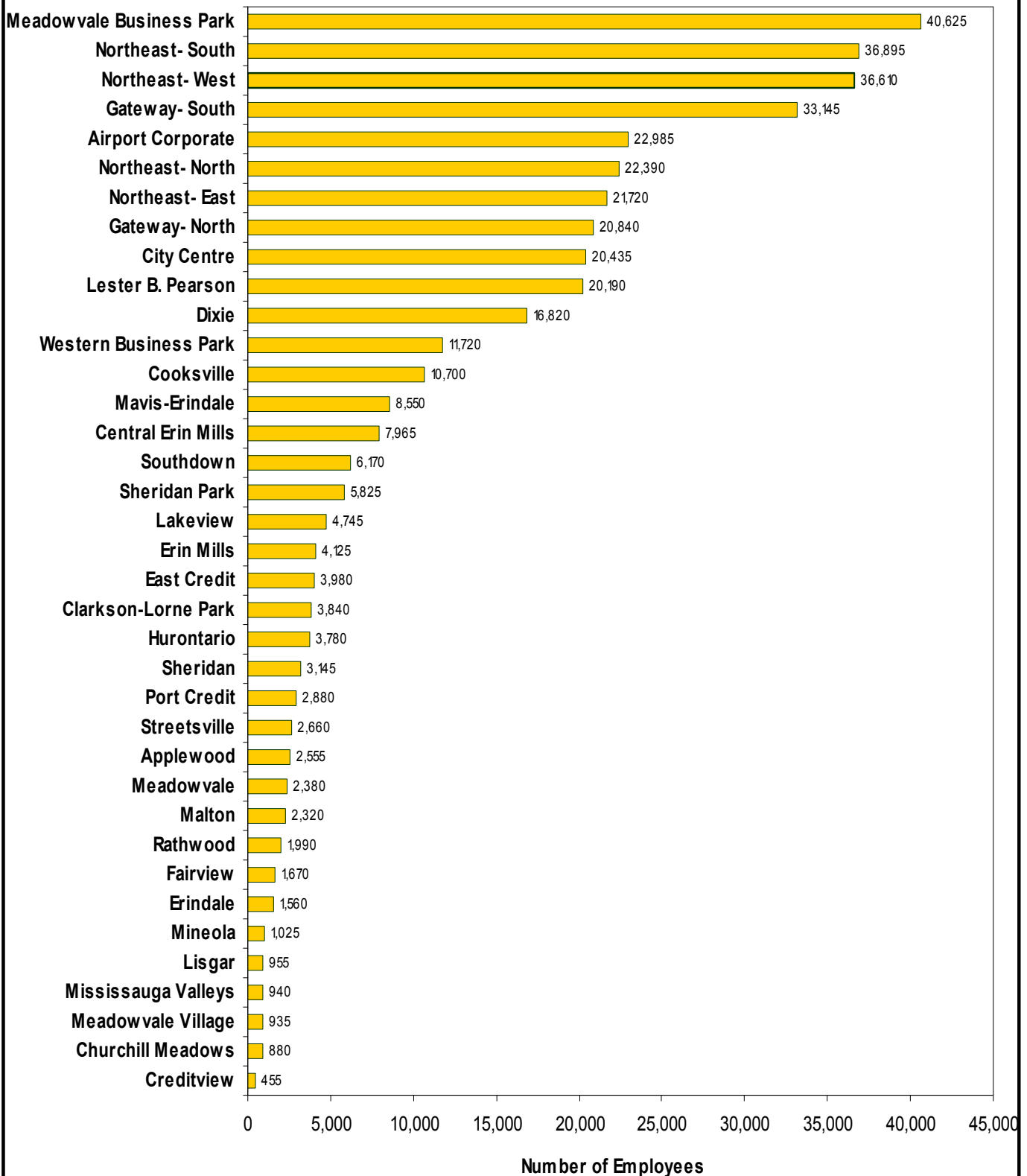
^e Participating Labour Force is from the 2006 Census of Canada Labour Market Activity data released in March 2008 multiplied by the 2001 Census undercount of 4%.

^f Unemployed Labour Force is from the 2006 Census of Canada Labour Market Activity data released in March 2008 indicating an unemployment rate of 6.5% multiplied by the 2001 Census undercount of 4%.

^g Employment Ratio is total employment divided by the total population.

^h Labour Import refers to the total employment positions minus the employed labour force.

Employment by Planning District, 2007



2007 Employment Profile

Businesses and Vacancies

There were 21,340⁴ businesses operating in Mississauga in 2007. In addition, the 2007 Employment Survey recorded a total of 2,380 vacancies⁵. Ten percent of total business sites were vacant. Northeast-West has the largest concentration of businesses followed by Northeast-South, Northeast-North and Dixie. The largest proportion of total City vacancies were found in Northeast-West, Northeast-South, Northeast-North and Dixie, however, when considering vacancies as a percent of total business sites within a planning district, Northeast-East, Mineola, Northeast-West, Gateway-North and Airport Corporate, emerge as the districts with the highest vacancies. It should be noted that some vacancies represent new construction where tenants have not yet occupied the premises.

Businesses and Vacancies* by Planning District in 2007						
Planning District	Total Business Sites	Businesses		Vacancies		
		# of Businesses	% of Businesses	# of Vacancies	% of City Vacancies	% of Vacancies in each Planning District
Northeast- West	2,605	2,220	10%	385	16%	15%
Northeast- South	2,305	2,075	10%	235	10%	10%
Northeast- North	1,740	1,560	7%	175	7%	10%
Dixie	1,665	1,485	7%	180	8%	11%
Meadowvale Business Park	1,390	1,275	6%	115	5%	8%
Gateway- South	1,225	1,105	5%	120	5%	10%
Cooksville	1,200	1,085	5%	115	5%	10%
City Centre	1,155	1,050	5%	105	4%	9%
Western Business Park	1,120	990	5%	130	5%	12%
Northeast- East	840	685	3%	155	6%	18%
Gateway- North	665	575	3%	90	4%	14%
Airport Corporate	665	570	3%	95	4%	14%
Lakeview	585	525	2%	60	3%	10%
Port Credit	545	500	2%	50	2%	9%
Mavis-Erindale	555	490	2%	65	3%	12%
Central Erin Mills	495	480	2%	15	1%	3%
Streetsville	470	440	2%	30	1%	6%
Clarkson-Lorne Park	440	410	2%	30	1%	7%
Applewood	425	395	2%	25	1%	6%
Hurontario	415	395	2%	20	1%	5%
Malton	375	350	2%	20	1%	6%
Lester B. Pearson	330	320	2%	5	0.3%	2%
East Credit	310	290	1%	20	1%	6%
Sheridan	295	280	1%	20	1%	6%
Southdown	290	270	1%	25	1%	8%
Rathwood	265	245	1%	25	1%	9%
Meadowvale	240	230	1%	5	0.3%	3%
Erin Mills	230	220	1%	10	0.4%	4%
Erindale	185	170	1%	15	0.5%	7%
Fairview	140	130	1%	10	0.3%	6%
Mineola	115	100	0.5%	20	0.8%	16%
Churchill Meadows	80	80	0.4%	1	0.04%	1%
Mississauga Valleys	85	80	0.4%	5	0.1%	4%
Lisgar	75	70	0.3%	5	0.2%	6%
Creditview	70	70	0.3%	2	0.1%	3%
Meadowvale Village	65	65	0.3%	0	0.0%	0%
Sheridan Park	65	60	0.3%	5	0.2%	10%
Total	23,720	21,340	100%	2,380	100%	10%

Numbers may not add due to rounding.

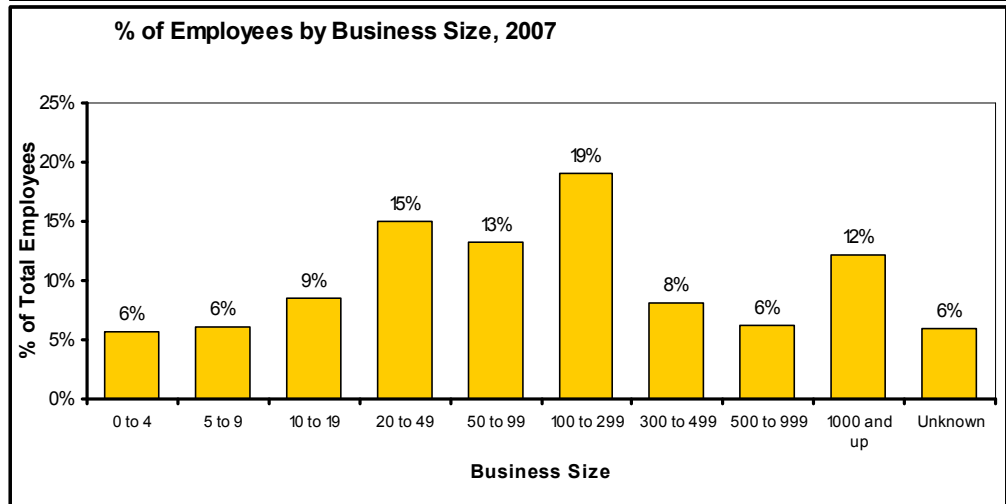
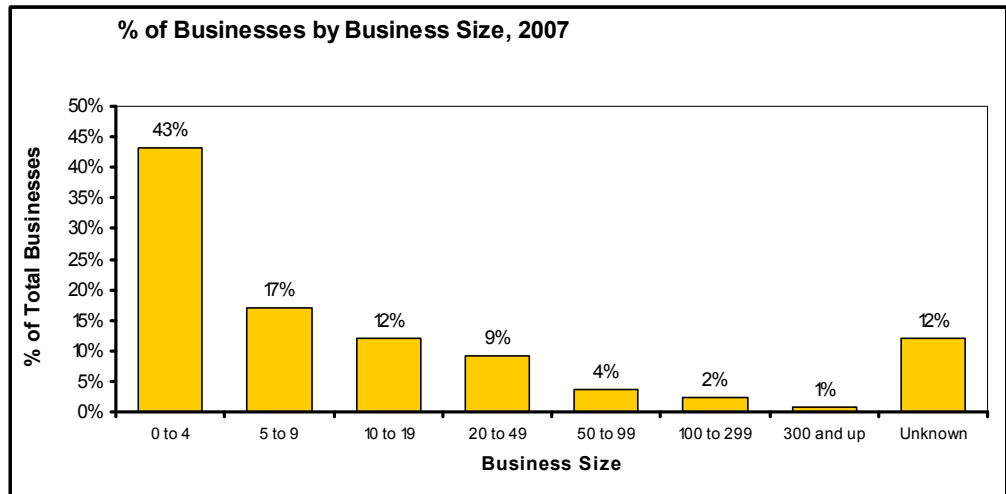
⁴ This figure does not include home-based businesses.

⁵ Vacancies refers to vacant buildings and to vacant floors and vacant units within multiple unit developments. Some condominium industrial units are recorded as vacant buildings.

Businesses by Business Size

The City's business profile is dominated by small businesses. Forty-three percent of all businesses have fewer than five employees. However, smaller firms do not constitute a large portion of total employment. Firms with fewer than five employees represent only 6% of total employment positions. While 72% of the City's businesses are establishments of less than 20 employees, these businesses only represent 21% of total employment positions.

The largest portion of the employment base is currently found in mid-sized firms employing between 20 to 299 employees. These businesses represent 15% of the total businesses, but constitute approximately 47% of the work force.



The unknown category are businesses with no employment data.

Businesses and Employment by Business Sector

Businesses are categorized by economic activity using the North American Industrial Classification System (NAICS)⁶. The largest concentration of businesses in Mississauga is in the retail trade sector. A total of 13% of businesses with 7% of employment positions are in retail establishments. Wholesale trade is the second largest sector. Thirteen percent of businesses in the City are retail, accounting for 15% of all employees. Manufacturing is the third largest sector, comprising 12% of total business activities and 20% of total employment. The transportation and warehousing sector accounts for 5% of total businesses and represents 11% of total employment.

Wholesale trade, manufacturing and transportation and warehousing businesses are located mainly in employment districts with concentrations in the Northeast Planning District. Retail trade businesses are distributed throughout the City.

⁶NAICS is a classification system used to describe businesses' economic activities. This system has been designed by Statistics Canada to compile statistics.

2007 Employment Profile

Businesses and Employment by Business Classification, 2007*				
Business Classification	# of Businesses	% of Businesses	# of Employees	% of Employees
Retail Trade	2,800	13%	26,135	7%
Wholesale Trade	2,775	13%	57,655	15%
Manufacturing	2,625	12%	78,680	20%
Other Services	2,035	10%	10,650	3%
Professional, Scientific and Technical Services	1,480	7%	23,470	6%
Accommodation and Food Services	1,405	7%	17,170	4%
Health Care and Social Assistance	1,365	6%	18,430	5%
Transportation and Warehousing	980	5%	42,530	11%
Finance and Insurance	740	3%	22,120	6%
Administrative and Support and Waste Management	700	3%	16,240	4%
Educational Services	615	3%	15,060	4%
Construction	520	2%	8,430	2%
Real Estate and Rental and Leasing	455	2%	6,975	2%
Arts, Entertainment and Recreation	200	1%	2,910	1%
Information and Cultural Industries	165	0.8%	9,130	2%
Public Administration	100	0.5%	6860	1.8%
Management of Companies and Enterprises	55	0.3%	6275	1.6%
Utilities	10	0.06%	410	0.1%
Primary Industry	5	0.02%	15	0.004%
Unknown	2,310	11%	21,260	5%
Total	21,340	100%	390,405	100%

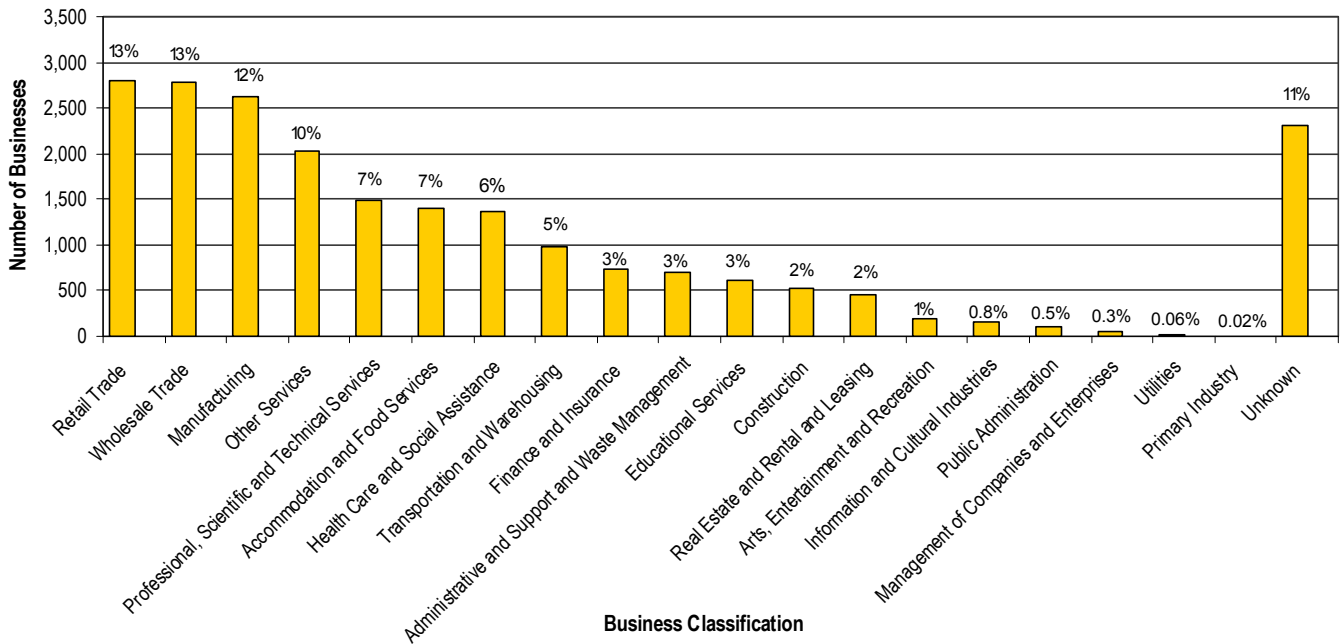
Numbers may not add due to rounding. The unknown classification are businesses where a NAICS code is not assigned. Does not include home-based businesses.

Employment Density

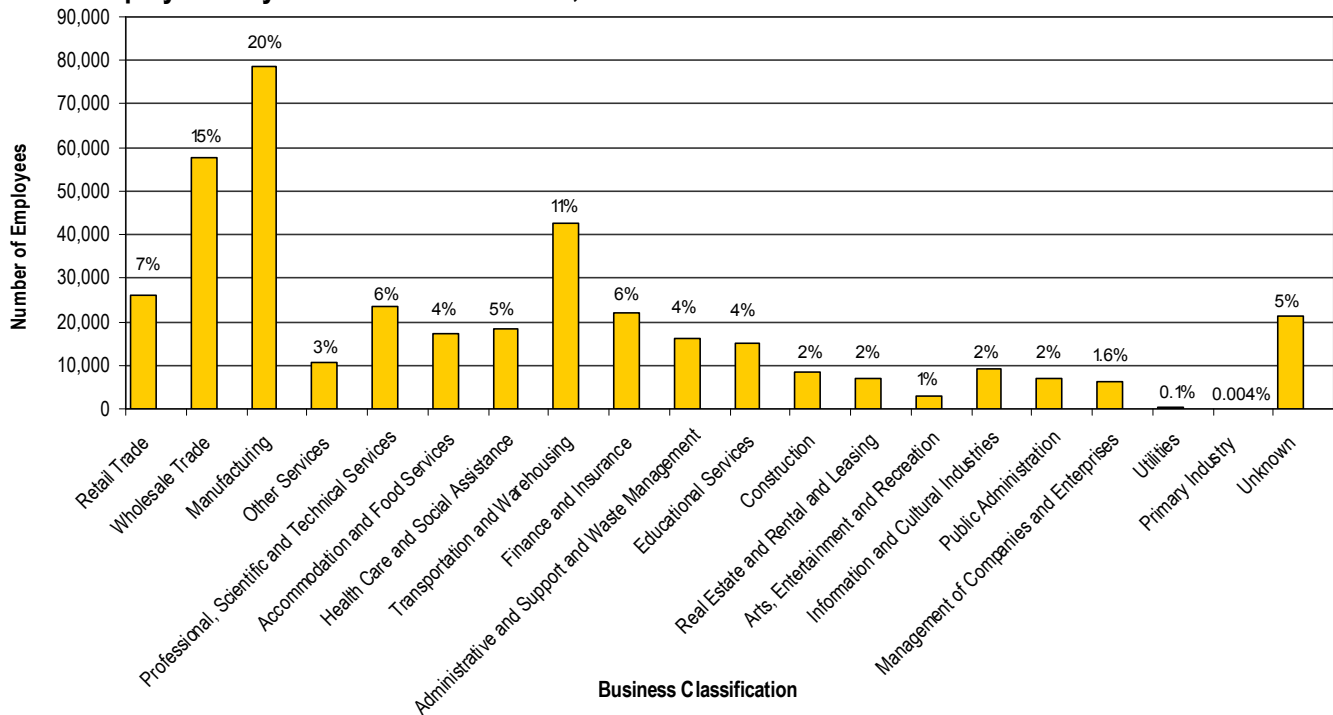
Employment density refers to the number of employees in a geographic area, using the employment information of each traffic zone and the area of that traffic zone. The City's average gross employment density is 14 employees per hectare (5 employees per acre). Gross area includes all land uses, whether they are developed or undeveloped (such as natural areas). Higher gross employment densities are noticeable in the employment districts and along highways and major roads (see map on page 8). The City's average net density is 44 employees per hectare (18 per acre). Net area includes lands developed for commercial, office, industrial, community/cultural, places of religious assembly, public/institutional and school land uses, but excludes lands that do not generate employment such as residential, open space, natural areas, roads and vacant land uses.

It is not surprising to find that the traffic zones with multiple storey buildings are areas of high employment concentration. The Credit Valley Hospital located at Erin Mills Parkway and Eglinton Avenue West and the Trillium Health Centre at Hurontario Street and Queensway West are in traffic zones that have large concentrations of employment. In the City Centre, office centres that have multiple office buildings such as the Sussex Centre, Mississauga Executive Centre and the Village Offices of Sherwoodtowne, and shopping centres such as Square One have high employment densities. Other high density employment areas include large employers such as Hewlett-Packard, Citigroup, Accenture, Loyalty Management Group, Baylis Medical Company & OME Group, Nex Innovations and Federal Express Canada in Airport Corporate as well as Royal Bank of Canada, GlaxoSmithKline, Wal-Mart, Maple Leaf Foods and Maxxam Analytics in Meadowvale Business Park.

Businesses by Business Classification, 2007



Employment by Business Classification, 2007



The "Unknown" are businesses where a NAICS code is not assigned.

2007 Employment Profile

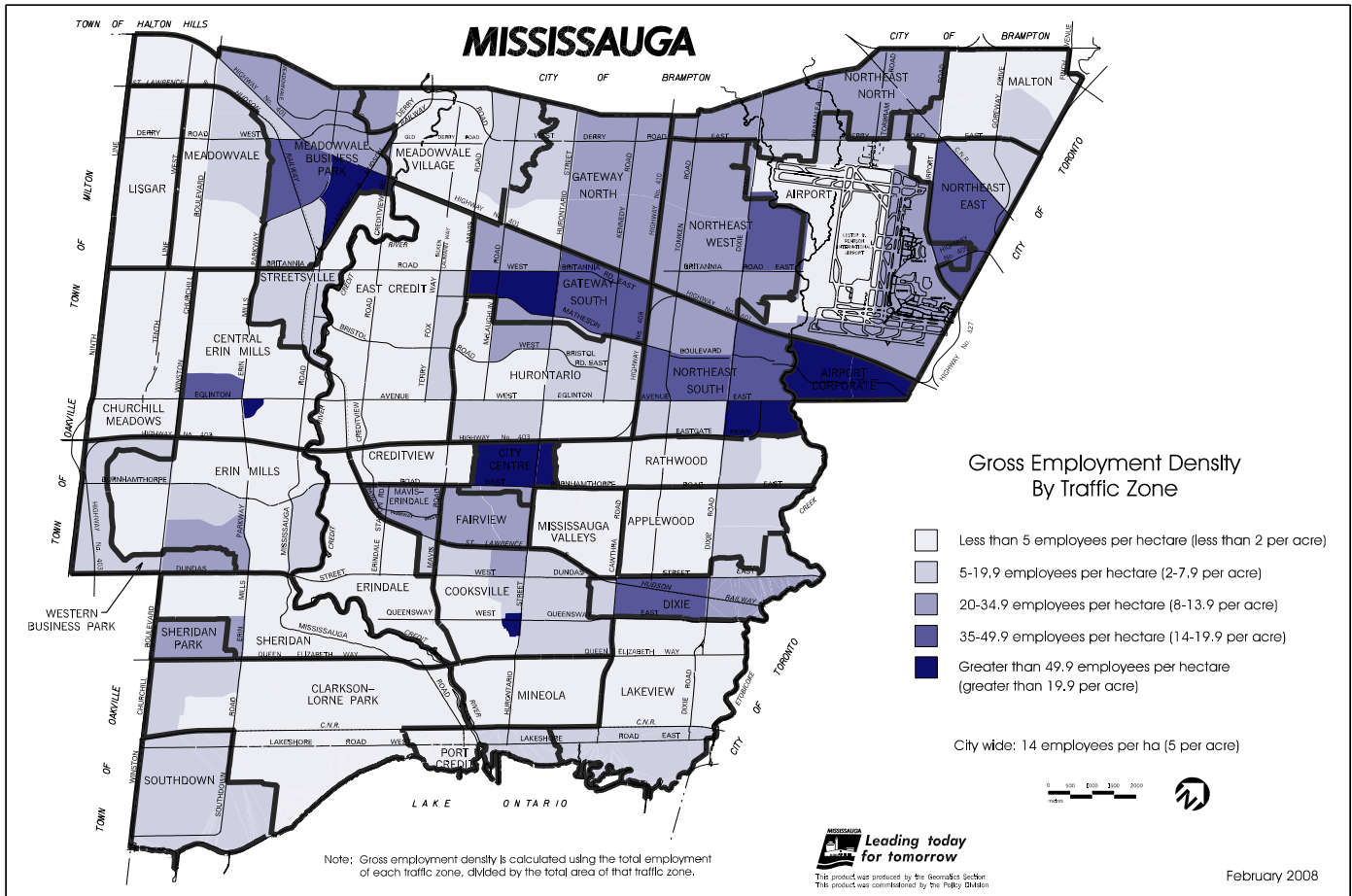


Photo: Communication, Culture and Technology Building, University of Toronto at Mississauga, 3359 Mississauga Rd

The full 2007 Employment Profile report and this newsletter can be viewed on the internet at: www.mississauga.ca

For additional information please contact:
 City of Mississauga, Planning and Building Department
 300 City Centre Drive
 Mississauga, Ontario, L5B 3C1

